

KANSAS: DON'T SPOIL IT!

ICP

:60 RADIO (:40 RECORDED/:20 STATION READ)

"Illegal Dumping"

(SFX: NATURE SOUNDS, ROCK SPLASHING INTO WATER)

MAN: I remember when my mom and dad wouldn't even let me come down here by the creek. People used to dump junk down here. Old stoves. Ratty couches with foam and stuffing coming out... busted up chairs, garbage too! **As a kid, I had my doubts whether anybody really cared about this place. Luckily, lots of people did.** Now, things here are back the way they should be. Clean. Natural. You know how that makes me feel?

KID: Hey, dad, watch me throw this rock.

MAN: Alright!

(MUSIC: LIGHT, BRIGHT, CLEAN, AIRY, "CIRCLY" MELODY)

MAN: Did I mention "proud?" Hey, we've got a good thing going here. "Kansas, Don't Spoil It!"

(MUSIC BED TO END)

:15 LOCAL STATION ANNOUNCER TAG: Illegal dumping is more than just illegal. It presents a real danger to our health and environment. To learn the "legal way," here, in the (NAME OF CITY) area, look for the special "KANSAS: DON'T SPOIL IT!" section in (DAY'S) issue of the (NAME OF NEWSPAPER).

A message from your Kansas Department of Health and Environment.

(MUSIC END)